MASTER OF PROFESSIONAL STUDIES IN THE FIELD OF PUBLISHING

The master of professional studies in the field of publishing is designed for current and aspiring professionals. The 30-credit program is offered on a part-time basis; students finish the course of study in two years. Classroom instruction and distance learning options are available.

Core coursework provides a foundation in current industry practices, while advanced courses provide preparation for the future of publishing through in-depth study in the areas of editorial management, technology and design, or business and marketing.

Specific admission requirements can be found on the Graduate Program Finder (http://www.gwu.edu/all-graduate-programs).

Visit the program website (http://cps.gwu.edu/publishing) for additional information.

REQUIREMENTS

The following requirements must be fulfilled: 30 credits, including 16 credits in required courses and all courses in one track; the remaining credits are taken in elective courses, with at least one elective taken in each of the two remaining tracks.

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<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<td>Required</td>
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<tr>
<td>PSPB 6201</td>
<td>Book and Journal Publishing</td>
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<td>PSPB 6203</td>
<td>Business of Publishing</td>
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<td>PSPB 6205</td>
<td>Copyright Law in Print and Cyberspace</td>
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<td>PSPB 6207</td>
<td>Marketing Strategies</td>
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<td>PSPB 6232</td>
<td>Production Management</td>
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<td>PSPB 6251</td>
<td>Fundamentals of Electronic Publishing</td>
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<td>PSPB 6281</td>
<td>Ethics in Publishing</td>
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<td>All courses in one track</td>
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<td>Editorial Track</td>
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<td>PSPB 6261</td>
<td>Editorial Content, Rights, and Permissions</td>
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<td>PSPB 6262</td>
<td>Editing for Books, Journals, and Electronic Products</td>
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<td>PSPB 6265</td>
<td>Managing Editorial Staff</td>
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Business and Marketing Track

Four of the following:

- PSPB 6221 Publishing Management, Organization, and Strategy
- PSPB 6222 Accounting and Finance for Publishers
- PSPB 6224 Budgeting, Fulfillment, and Distribution
- PSPB 6258 User-Centric Design for Print and Electronic Publications
- PSPB 6271 Sales Management, Strategy, and Positioning
- PSPB 6272 Book Publicity and Promotion
- PSPB 6273 Managing the Marketing Portfolio

Technology and Design Track

Four of the following:

- PSPB 6213 Book Design
- PSPB 6253 Electronic Publishing Theory & Practice
- PSPB 6255 Electronic Publishing: Infrastructure and Architecture
- PSPB 6257 Designing for E-Publishing Success
- PSPB 6258 User-Centric Design for Print and Electronic Publications

Electives

Credits beyond those for all required courses are taken as electives; at least one elective must be taken in each of the two remaining tracks.

FACULTY

Director A. Grossblatt

EXPLANATION OF COURSE NUMBERS

- Courses in the 1000s are primarily introductory undergraduate courses
- Those in the 2000s to 4000s are upper-division undergraduate courses that can also be taken for graduate credit with permission and additional work
- Those in the 6000s and 8000s are for master’s, doctoral, and professional-level students

COURSES
The 6000s are open to advanced undergraduate students with approval of the instructor and the dean or advising office.

**PSPB 6201. Book and Journal Publishing. 3 Credits.** Overview of the book and journal publishing industry and the opportunities and challenges it presents. Major functions of a publishing house and stages of publishing, including editorial, design, production, sales, marketing, and distribution. Publishing house finances.

**PSPB 6203. Business of Publishing. 2 Credits.**

**PSPB 6205. Copyright Law in Print and Cyberspace. 3 Credits.** Foundation is U.S. copyright law as it applies to both print and electronic media; the importance of copyright to the publishing field; history and development of copyright law; key concepts including exclusive rights of copyright, fair use, and remedies for infringement.

**PSPB 6207. Marketing Strategies. 2 Credits.** Strategies used in print and digital book and journal publishing to bring products to market and sell them; product types, revenue models, market overviews, and distribution options; legal and advocacy issues facing publishers; threats to traditional sales and monetization models.

**PSPB 6213. Book Design. 2 Credits.** The book design process and its relationship to editorial, production, and marketing departments; book design components, including typography, composition, page layout, illustrations, photo editing, and printing.

**PSPB 6221. Publishing Management, Organization, and Strategy. 2 Credits.** Organizational and management structures; planning, innovative thinking, and leadership applied within an organization to maximize competitive advantage; short-range operational and long-range strategic issues relevant to book, journal, magazine, newspaper, and online publishers.

**PSPB 6222. Accounting and Finance for Publishers. 2 Credits.** Fundamentals of accounting from a publisher’s perspective; accounting and financial reporting for a publisher’s operating results and what these results mean in terms of financial success and viability.

**PSPB 6224. Budgeting, Fulfillment, and Distribution. 2 Credits.**

**PSPB 6232. Production Management. 3 Credits.** Managing the production process from initial design and editing to a final printed and distributed publication. Aspects of traditional production, including printing basics, manufacturing savings, prepress and composition, paper, postage, and best practices. Emerging trends in digital products and delivery.

**PSPB 6251. Fundamentals of Electronic Publishing. 2 Credits.** Overview of e-publishing; the digital transformation in publishing its reshaping of the industry; evolving publishing business models, publishing standards and technology, and the social and ethical context of e-publishing.

**PSPB 6253. Electronic Publishing Practice. 2 Credits.** Pragmatic, economic, and ethical aspects of electronic publishing for responsible decision making. Prerequisite: PSPB 6251.

**PSPB 6255. Electronic Publishing: Infrastructure and Architecture. 3 Credits.** Emerging content technologies, including software and hardware components of a typical publishing system, the enabling standards, and an introduction to publishing systems architecture. Prerequisite: PSPB 6251.

**PSPB 6256. E-Publishing Technologies And Standards. 2 Credits.** Overview of current and emerging content technologies; software and hardware components of a typical publishing system, the enabling standards, and publishing systems architecture. Restricted to students in the MPS in publishing program. Prerequisite: PSPB 6251.

**PSPB 6257. Designing for E-Publishing Success. 2 Credits.** Principles of digital design: usability testing, search engine optimization, iterative design, and multiple presentational models. Prerequisite: PSPB 6251.

**PSPB 6258. User-Centric Design for Print and Electronic Publications. 2 Credits.**

**PSPB 6259. E-Publishing Tools. 2 Credits.** Practical experience with popular e-publishing tools. Builds upon material covered in PSPB 6255 and assumes basic knowledge of HTML, CSS, and XML. Prerequisites: PSPB 6251; and PSPB 6255 or PSPB 6256.

**PSPB 6261. Editorial Content, Rights, and Permissions. 2 Credits.** The meaning of rights in the publishing world; what editors need to know in order to negotiate terms for rights that they wish to acquire; how the emerging electronic and digital marketplace affects permissions and rights.

**PSPB 6262. Editing for Books, Journals, and Electronic Products. 2 Credits.** An overview of the editorial roles, functions, and workflows used in creating publications for print and electronic formats; peer review and online tools for manuscript submission and tracking.

**PSPB 6265. Managing Editorial Staff. 2 Credits.** An overview of the roles and responsibilities within a typical editorial office and how these roles may vary from office to office; emphasis on the scientific, technical, and medical (STM) journal publishing sector.
PSPB 6271. Sales Management, Strategy, and Positioning. 2 Credits.
Essentials of sales strategy and marketing for books, magazines, and e-content products.

PSPB 6272. Book Publicity and Promotion. 2 Credits.
Overview of marketing strategies, objectives, and tactics helpful in promoting and publicizing new books and monographs.

PSPB 6273. Managing the Marketing Portfolio. 2 Credits.

PSPB 6280. Applied Ethics in Publishing. 1 Credit.
Students work with publishers, advocacy groups, or community groups on a project that applies ethical theories to real-world publishing situations.

PSPB 6281. Ethics in Publishing. 1 Credit.
Ethical issues in contemporary publishing; analysis and proposed resolution of ethical problems. Restricted to second-year students in the MPS in publishing program.

PSPB 6289. Digital Publishing Practicum. 2 Credits.
Application of theory and practice acquired in prior courses to a real-world problem. Each semester the topic reflects a selected area of current importance in digital publishing. Restricted to students in the MPS in Publishing program during their final semester of study.